

A Systematic Review of Literature on Tourism Live Streaming

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Abstract: With the widespread application of live broadcasting technology in the tourism industry, the literature on tourism live streaming (TLS) has gradually grown. Through a systematic literature review, this paper analyses the status quo of TLS research and the reasons, decisions and results of users' participation in TLS. The results show that TLS research has grown significantly since 2020, and Chinese scholars have substantially contributed to this field. A clear theoretical basis and scientific method are generally adopted in this research to ensure the reliability of the results. Users have various motivations for participating in tourism live streaming. Audiences are driven mainly by learning motivation, social needs, escapism, utilitarian pursuits and entertainment needs. Anchors are motivated by social interactions, identities, economic returns, local emotions and entertainment. Product and service providers want to build their image, promote brands, obtain economic benefits and innovate operational models. All subjects interact through a live streaming platform to form a live streaming community ecosystem, which promotes changes in viewers' attitudes and behaviours. Anchors receive both identity and economic returns, and service providers meet their participation needs. In future research, audiences should be examined with additional theoretical applications, more diverse research subjects and other research methods.

Keywords: Tourism Live Streaming; Users; Systematic Review; TCM-ADO

1. INTRODUCTION

The interactive communication technology of live broadcasting, which integrates text, image, audio, video and real-time transmission functions, has been widely popularized with the rapid progress of streaming media technology. Since 2015, TikTok, Twitch, Facebook and other major social media platforms have successively launched live stream services, and this communication phenomenon has quickly grown in the internet era. For example, as many as 15 million users in North America watch live broadcasts on Twitch every day, and in China, TikTok's live streaming service has attracted more than 400 million registered users. Thus, live

streaming has become an integral part of people's daily entertainment. The rapid growth of live streaming is not limited to only the entertainment field but has also been incorporated into many industries, including tourism, sports, e-sports and education. In particular, in the tourism sector, live streaming has brought new life to the tourism industry, which suffered negative impacts during the pandemic. Specifically, the social travel restrictions triggered by the pandemic negatively affected the tourism and hotel industries. In this context, live tourism has attracted widespread attention as an effective means to promote tourism product marketing, stimulate tourism consumption and increase postpandemic recovery (Xu et al., 2021). Through tourism live streaming (TLS), viewers can experience a virtual journey across space restrictions from anchors' perspectives. With the help of the multisensory participation live broadcast setting, anchors and audiences can jointly create and enjoy real-time travel experiences. The travel industry is rapidly embracing live streaming as an emerging form of media and sees its growing importance as a strategic tool. Given the negative impact of the COVID-19 pandemic, it is not surprising that the industry is actively embracing the technological changes characterized by a "tourism 4.0" ecosystem. The rise of travel live streaming has encouraged tourism stakeholders to work closely together. To increase their competitiveness, an increasing number of travel providers are leveraging new technologies to develop innovative products, services and travel infrastructure. For example, Mr. Liang, the chairman of China's Ctrip Travel Group, launched the first BOSS travel live broadcast in Sanya, China, selling 10 million travel and hotel packages within one hour. The 37 travel live streams that followed attracted 170 million views and generated 240 million yuan in sales. These amazing sales figures have sparked unprecedented attention to travel live streams. On this topic, Yujun Xu conducted a systematic literature review of 89 studies on live streaming that were retrieved from EBSCO (Y. Xu et al., 2023), Scopus and WOS archives up to December 2022, using the keyword "live streaming + users", analysed the use motivation of live streaming users and interactive behaviours among users, and proposed directions for future research. Additionally, Marisa Karsen systematically reviewed 27 studies published from 2011 to 2022 with the keyword "live + gamification" and analysed the embodiment and influence of live gamification (Karsen et al., 2023). Yi Li focused on the field of live streaming, using "live streaming + games" as the keyword and the search period from January 2012 to September 2019 (Li et al.,

2020). By analysing 24 studies from Elsevier SD, EBSCO, Spring link, Emerald, Wiley Online Library, and Google Scholar. Eray Polat retrieved 66 studies from the Scopus database and analysed the research focus, application methods and theories of user-generated video (UGV) in the context of tourism (Polat et al., 2023). Maria de Lurdes Calisto systematically reviewed 54 studies retrieved from the WOS database with the keyword "VR+ tourism" and analysed questions such as why tourism managers and tourists use VR and how to increase the application of VR in tourism (de Lurdes Calisto & Sarkar, 2024). Finally, to systematically review live streaming in tourism, Katsy Lin retrieved 39 studies from the databases of Science Direct, EBSCO Host and Web of Science with the keyword "live streaming + tourism" as of February 2022 (Lin et al., 2022). This paper employs a descriptive analysis of the publication trend, journal distribution, industry application, theoretical basis, methodological discussion and keywords of the research on TLS. SLR is an efficient and unbiased tool that can be used to assess the foundation of a research domain and provides a reliable synthesis of the literature. SLR “adheres to a strict scientific design based on explicit, prespecified, and reproducible methods”. We followed a domain-based review approach among the various categories of review approaches suggested by Paul et al. and incorporated a framework-based approach (Paul et al., 2021). The ADO framework, TCM framework, TCCM theories, constructs, characteristics, and methods framework, and integrated ADO-TCM framework (W. M. Lim et al., 2021) are the various structured review frameworks suggested by Paul et al. (Paul et al., 2021). Since the integrated ADO-TCM framework can provide a panoramic understanding of the domain, we used it for our structured review of the TLS literature. The ADO framework can be used to organize past literature and structure the relationships between different constructs. However, it alone does not explain the TCM that could guide future research. The TCM framework is useful for replicating or making discoveries in any research domain (Mishra et al., 2021), but it provides limited insights into any phenomenon compared with the ADO framework; thus, the integration of the two frameworks is logical. The ADO framework answers, “What do we know?” and, “Where should we be heading?” and the TCM framework attempts to answer, “How do we know?” Thus, the integrated ADO-TCM framework offers a comprehensive view of the literature and suggests directions for future research. In summary, with the rapid development of live streaming

technology, relevant research results continue to appear. Scholars have reviewed the literature on the commercial impact and user behaviour of live streaming. However, tourism, as an important field in the application of live broadcast technology, has produced continuous achievements in the past two years. The latest systematic review covered studies until February 2022, but nearly three years have passed; thus, more recent studies need to be covered. Additionally, tourism products, as service products, are different from general consumer goods. The main characteristics of tourism products are their experience, diversity of demand, synchronization of purchase and consumption, etc. Thus, since it is difficult for a general study on live streaming users to explain the details of live streaming users in detail, a detailed analysis of user participation in live streaming must be conducted. This study combines the stakeholder theory from the perspective of user participation and, on the basis of the ADO-TCM analysis framework, systematically examines the research trend, research design, and reasons, decisions, and results of relevant subject participation in travel live broadcasts and comprehensively reviews the research results of travel live broadcasts. This study focuses on the following research questions:

RQ1: What is the current trend of research on travel live streaming? This includes research publications, authors and countries of production.

RQ2: What is the research design for examining travel live streaming? Specifically, this includes the research theories, objects and methods that are adopted.

RQ3: What are the results of the research on users' participation in travel live streaming? Specifically, this includes the reasons, decisions and results of user participation.

2. METHODOLOGY AND SEARCH PROCESS

2.1. Data Collection and Processing

According to Hsu et al. and Hwang and Tsai (Hsu et al., 2012; Hwang & Tsai, 2011), reviews should include high-quality publications. In this study, a preliminary search was performed in September 2024, with the application of Boolean logic ("travel" OR "tourism" OR "tourist" OR "trip" OR "tour" OR "hospitality" OR "journey" OR "hotel" OR "scenic area" OR "scenic spot") AND ("live streaming" OR "live stream" OR "streamer" OR "real-time streaming" OR "online streaming" OR "in-

stream"). To ensure both quality and accuracy, only peer-reviewed journal papers whose full texts were available were included. For this paper, the following inclusion and exclusion criteria were established (Table 1), and each paper was reviewed to determine its eligibility for analysis.

Using the preferred reporting items for systematic reviews and metanalyses (PRISMA) protocol, we compiled a corpus of reviewed articles. The four stages of the protocol—identification, screening, eligibility, and inclusion—offer clear guidelines for review. After several rounds of screening, 46 papers that met the standard were eventually retained (Figure 1).

Table 1: Inclusion and Exclusion Criteria.

Inclusion Criteria	Exclusion Criteria
Only Peer-Reviewed Journal Articles	Literature reviews, commentaries or meta-analysis
Empirical Studies	Not Empirical studies
Written in English	Written in other languages
The Research Focuses on the Application of Live Streaming Technology in the Tourism Industry	The research focuses on non-tourism fields such as outdoor live broadcasting, shopping scenes, and digital strategy.
The Research Objects are Core Subjects Such as Viewers, Anchors and Platforms	The research object is live broadcast technology, new technology and other means.

2.2. Coding Scheme

To better understand these studies, three types of coding schemes were either adapted or developed as follows: (1) Codes for bibliometric analysis. According to Zou et al., bibliometric information may be categorized by publication year and journal distribution (Zou et al., 2022). (2) Codes for research design.

The TCM framework by Paul et al. reveals theories that guide scholarly perspectives and provide the foundation, contexts under which empirical research is conducted, and methods describing how the research is conducted (Paul et al., 2017). (3) Reference to the ADO framework to answer the third question (Paul & Benito, 2018).

"A" stands for Antecedents, "D" for Decisions, and "O" for Outcomes. Essentially, antecedents elucidate the reasons for engaging or not engaging in a specific action, decisions elucidate the type of mechanism by which the action is performed or not performed, and outcomes summarize the assessment that results from the performance or not performed.

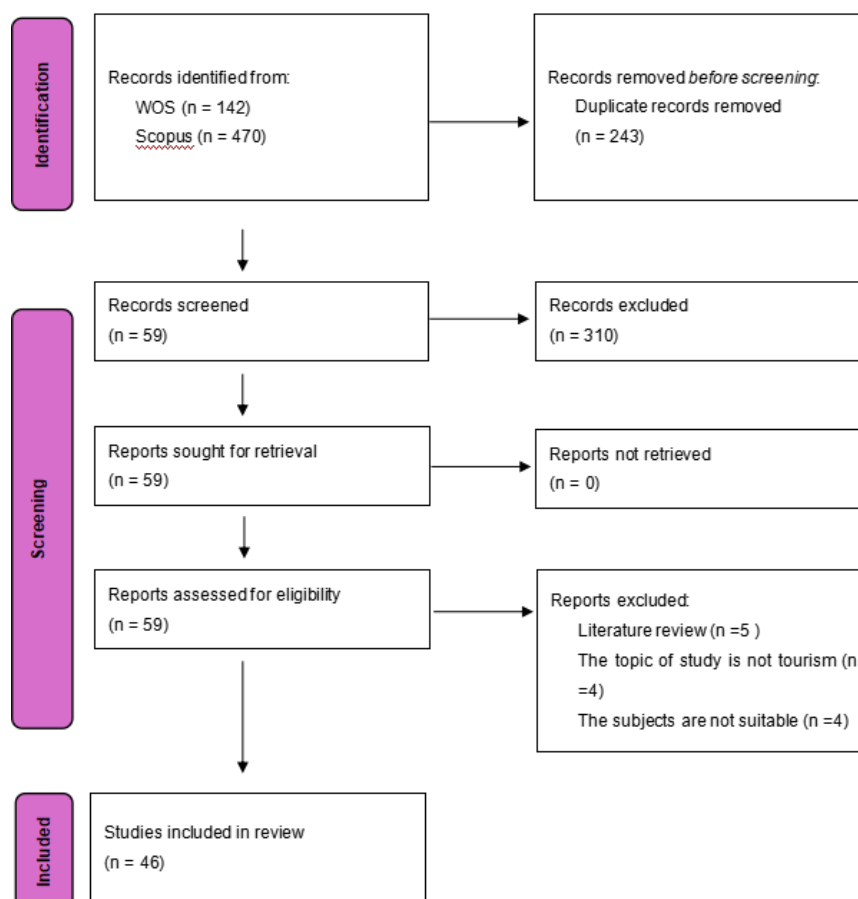


Figure 1: Literature Selection Process.

3. RESULTS

3.1 What is the Current Trend of Research on Travel Live Streaming?

This section elaborates on the descriptive statistics of the TLS literature, that is, the publishing trends, publication outlets, and countries of origin of the papers under review.

3.1.1 Study Publication Trends

After employing a rigorous paper selection process, we found that the earliest academic studies covered by this systematic review were published in 2021, with a total of 3 studies, which increased to 12 in 2022 and 15 in 2023. By September 2024, 16 papers had been published that year, indicating the rapid output of research results in the field of travel live streaming. Notably, although Chen Yaohao noted that 2015-2017 was the initial stage of travel live streaming research and 2020 was the stage of steady growth (Yanhao et al., 2024), Katsy Lin also mentioned that the period from 2010 to 2015 was the embryonic stage of tourism live broadcast application research and that the number of studies increased

rapidly in 2019 (Lin et al., 2022). On the one hand, the above results are derived from broad search terms, such as "live stream", "live stream", "tourism", "hospitality", "travel", "hotel", and "live stream", as used by Katsy Lin. These also include "destination," "restaurant," and "live streaming," as used by Chen Yaohao, in addition to "tourism" and "hospitality". Research has led to discussions on topics such as "remote expert", "virtual concision", "video conferencing" and "touchpoints". This study argues that these are not exactly equivalent to the strictly speaking travel and live streaming research questions. On the other hand, the abovementioned review involves a wide range of databases, including Emerald, ProQuest, Scopus, Web of Science, Sage Journals, EBSCO hosts' Hospitality and Tourism Complete, and Google Scholar, which adds to the diversity of data collection to some extent.

3.1.2 Journals Publishing TLS Research

The journal distribution is shown in Table 2. These journals include the following: Current Issues in Tourism (5) and Tourism Review (5), Current issues in tourism (5) and tourism review (5), Journal of Travel & Tourism Marketing (4), Asia Pacific Journal of Tourism Research (4), Journal of Hospitality and Tourism Management (3), Tourism Management Perspectives (3), Tourism Management (2), Journal of Hospitality and Tourism Management (3), Tourism Management Perspectives (3), Journal of Hospitality & Tourism Research (2), and Journal of Hospitality & Tourism Research (2). Other less frequently published journals include SAGE Open, Journal of China Tourism Research, Studies in Media and Communication, Journal of Open Innovation: Technology, Market, and Complexity, Cyberpsychology, Behaviour, and Social Networking.

Table 2(a): Number of Papers Published by Each Journal.

Journal	Frequency
Current Issues in Tourism	5
Tourism Review	5
Journal of Travel & Tourism Marketing	4
Asia Pacific Journal of Tourism Research	4
Journal of Hospitality and Tourism Management	3
Information Technology & Tourism	3
Tourism Management Perspectives	3
Tourism Management	2
Journal of Hospitality & Tourism Research	2
SAGE Open	1
Journal of China Tourism Research	1
Studies in Media and Communication	1

Table 2(b): Number of Papers Published by Each Journal.

Journal	Frequency
Journal of Open Innovation: Technology, Market, and Complexity	1
Cyberpsychology, Behavior, and Social Networking	1
Journal of Quality Assurance in Hospitality & Tourism	1
Asia Pacific Journal of Marketing and Logistics	1
International Journal of Hospitality Management	1
Journal of Tourism Futures	1
Journal of Travel Research	1
behavioral sciences	1
Frontiers in Psychology	1
Journal of Hospitality and Tourism Technology	1
Journal of Vacation Marketing	1
Journal of Research in Interactive Marketing	1

3.1.3 Geographic Coverage of TLS Research

TLS research has been conducted by 157 scholars from 12 countries/regions and 63 universities (Table 3). From a country/territory-level perspective, China leads in LSC research, with 72% of the total publications, followed by Australia (6.5%), the U.S. (4.4%) and Malaysia (4.4%). China can be considered the leader of TLS research. From the perspective of scholars, among the researchers involved in the study of live tourism, 104 were from Chinese universities, 36 were from Chinese universities, 15 were from Australian universities, 5 were from 5 universities, and 10 were from Malaysian universities. At the school level, Sichuan University, Hainan University and Huaqiao University in China have many scholars participating in live tourism research. This is followed by Curtin University in Australia, Sichuan Agricultural University in China, the University of Queensland in Australia, Dongbei University of Finance and Economics in China, etc.

Table 3(a): Geographic Coverage of TLS Research

University (Number of Scholars Engaged on Research)	Country
Louisiana State University in Shreveport (2) University of Central Florida (2) University of Tennessee (2) University of Georgia (1) University of Houston (1) Washington State University (1)	USA
University of East Anglia (1)	UK
Rajamangala University of Technology Rattanakosin (3)	Thailand
University of Maribor (4)	Slovenia
James Cook University Singapore (1)	Singapore
University of Otago (2) University of Canterbury (1)	New Zealand

Table 3(b): Geographic Coverage of TLS Research

University(Number of Scholars Engaged on Research)	Country
University Kebangsaan Malaysia (4) University of Malaya (3) Sunway University (1) Taylor's University (1) Universiti Putra Malaysia (1)	Malaysia
Kyung Hee University (2) Mokpo National University (1) Mokpo University (1)	Korea
University of Copenhagen (2)	Denmark
Sichuan University (19) Hainan University (13) Huaqiao University (9) Sichuan Agricultural University (5) Dongbei University of Finance and Economics (4) Northwest Minzu University (4) Shanghai Normal University (4) 等	China
Curtin University (5) The University of Queensland (4) University of Queensland (3) Edith Cowan University (2) Griffith University Nathan Campus (1)	Australia
Prince Sultan University Saudi (1)	Arabia

Note: Only the First Unit of the Author is Counted.

3.2 What is the Research Design for Examining Travel Live Broadcasts?

In this section, we analyse the research trend of travel live broadcasts on the basis of the TCM framework, including the theoretical application, research subjects and research methods of travel live broadcast research.

3.2.1 Theories

According to the statistical results of the survey, among the literature samples reviewed, 40 articles (86.9%) explicitly utilized certain research theories, whereas the remaining 6 articles (Alegro et al., 2023; Li et al., 2024; li & Hayes, 2024; Xinyi Liu, Yue Yuan, et al., 2022; Mao et al., 2023; Zhang & Xiao, 2025) did not explicitly reference any research theory (Table 4). In terms of theoretical application, flow theory ranks at the top, with an application frequency of 7 studies.

This is followed by SOR theory (6), social presence theory (4), affordance theory (3), social exchange theory (3) and trust theory (3). Additionally, several other theories were adopted by 2 studies each. These frameworks include authenticity theory, the elaboration likelihood model, persuasion theory, presence theory, social cognitive theory and value cocreation concepts, and para-social interaction.

These diverse theoretical frameworks provide a solid theoretical foundation and multiple analytical perspectives for the research of live tourism and related fields.

Table 4(a): Number of Theories Employed in the Study.

Theories	Frequency	Literature
Flow Theory	7	(Liang et al., 2024; Liu et al., 2024; Liu et al., 2023; Xiaoli Liu et al., 2022; Ye et al., 2022; Zhang et al., 2024; Zheng & Fu, 2024)
SOR	6	(Jattamart et al., 2023; Ji et al., 2024; Liang et al., 2024; Liu et al., 2024; Xiaoli Liu et al., 2022; Ye et al., 2022)
Social Presence Theory	4	(Hong et al., 2024; Xu et al., 2021; Yang et al., 2024; Zhang et al., 2021)
Affordance Theory、 Social Exchange Theory	3	(Deng et al., 2021, 2022; Ding et al., 2023; Lu “Silver” & Shuib, 2024; Xiao et al., 2025; Zhang et al., 2025)
Authenticity Theory、 Elaboration Likelihood Model、 Persuasion Theory 、 Presence Theory、 Social Cognitive Theory、 Value Cocreation Concept、 Para-Social Interaction	2	(Deng et al., 2022; Kim, 2023; Li et al., 2023; Liang et al., 2024; X.-J. Lim et al., 2021; Liu & Sun, 2024; Sang et al., 2023; Wang & Guo, 2024; Xiao et al., 2025; Xu et al., 2021; X. Xu et al., 2023; Yang et al., 2022; Yang et al., 2024)

Table 4(b): Number of Theories Employed in the Study.

Theories	Frequency	Literature
Asymmetric Information Disclosure, Attention-Interest-Desire-Action (AIDA) Model, Cognitive Emotion Theory (CET), Construal Level Theory, Distance-On-Distance, Theory, Empowerment Theory, Five-Factor Model (FFM), Goal-Directed Behavior Theory, Medium Theory, Place Attachment Theory, Para-Social Relationships, Psychological Ownership Theory, Reason-Based Theory, Rhetoric Persuasion Modes, Servicescape, Signaling Theory, Social Influence Theory, Social Interaction Theory, Social Media Dependence Theory, Swift-Guanxi, Technology Acceptance Models, The Source Credibility Mode, The Value-Based Marketing Theory, Theory Of Consumption Values, Theory Of Pleasure-Arousal-Dominance (PAD), Theory Of Reasoned Action, Trust Theory, Trust And Risk Theory, Uses And Gratifications Theory, Motivation Theory, Attitude Theory, Information Source Attractiveness Model, Hierarchy Of Needs Theory	1	(Alam et al., 2023; Deng et al., 2024; Fu et al., 2024; Jattamart et al., 2023; Ji et al., 2024; Li et al., 2023; Liu et al., 2024; Xinyi Liu, Ying Zeng, et al., 2022; Lv et al., 2022; Song et al., 2023; Sun et al., 2022; Wang et al., 2023; Wang & Jiao, 2024; Xie et al., 2022; Yang et al., 2022; Yu et al., 2023; Zhang et al., 2022; Zou et al., 2024)

3.2.1.1. Flow Theory

According to immersion theory, when people concentrate on a certain activity, they generate a sense of enjoyment and excitement through mental stimulation and then experience a kind of fun, as if they are completely immersed in the activity. Among the 46 studies included in this systematic review, 7 selected flow experience in travel live streaming as a core variable for in-depth analysis. Specifically, five studies (Liang et al., 2024; Liu et al., 2024; Xiaoli Liu et al., 2022; Ye et al., 2022; Zheng & Fu, 2024) take flow experience as an intermediary variable and discuss how it is affected by

multiple factors and further influences the audience's travel, purchase and participation intentions. The factors that affect viewers' flow experience in live travel broadcasts are diverse and complex. From the perspective of product characteristics, the attractiveness of information sources and the quality of information are among the key factors. In terms of platform characteristics, the visual effect of live streaming and the characteristics of live streaming e-commerce also have a significant impact on the flow experience. Additionally, anchors' responsiveness and knowledge overflow ability cannot be ignored. As important characteristics of anchors, responsiveness and knowledge overflow ability significantly impact viewers' flow experience. When viewers experience the flow state in travel live streaming, they tend to be more inclined to travel, buy related products or services, and participate in live streaming activities more actively. This conclusion is supported by numerous studies. Notably, Liu et al. used flow experience as an independent variable in their study and discussed its negative effect on product substitutability and its positive effect on inspiration (inspiration or stimulation) (Liu et al., 2023). However, Zhang et al. directly equated flow experiences with high travel intentions, further enriching the research connotations of flow experiences in the field of travel live broadcasts (Zhang et al., 2024).

3.2.1.2. SOR Theory

The SOR model is a theoretical framework for explaining how individuals respond to environmental cues (i.e., stimuli). It describes how these stimuli trigger changes in an individual's cognitive and mental state (i.e., the organism's response), which drive positive or negative behavioural responses (i.e., reactions). Among the six papers included in this systematic review, the SOR model has been widely used to analyse user behaviour in the context of live travel. In these studies, the response factors focused mainly on travel or purchase intentions, and only one study explored hesitant payment behaviour as a response factor (Jattamart et al., 2023). For the study of travel and purchase intentions as reaction factors, the stimulus factors mainly cover the interactivity, authenticity and entertainment of anchors (Jattamart et al., 2023), the service scene of the platform (Ji et al., 2024), visual effects (Ye et al., 2022), and so on. Additionally, the attractiveness and quality of products (Liu et al., 2024) are also important. Body elements include social presence, customer engagement, flow (Ji et al., 2024), and trust (Liang et al., 2024), and cognitive factors (Liu et al., 2024), etc. These factors play important mediating roles between stimuli and responses. However, in with the study

that included hesitant payment behaviour as the response factor, the stimulus factor is different. This includes personality traits, the attention of viewers to live streaming and the content of marketing promotion (Jattamart et al., 2023). Organism factors include satisfaction, risk perception (Liu et al., 2024), consumer interest and privacy concerns (Jattamart et al., 2023), etc. Together, these factors affect the degree of hesitation of consumers when they are faced with payment decisions.

3.2.1.3. Social Presence Theory

Salinas defined the sense of social presence as the feeling of on-site communication between an individual and others who are at a certain distance by means of media (Sallnäs et al., 2000). According to the theory of social presence, media users can realize information transmission and interactive communication through media to achieve communication at the functional level. In this process, audiences are regarded as real individuals with flesh and blood rather than as technical fictions, and their existence can be truly perceived by other audiences. Specifically, the theory of social presence has the following four core dimensions: psychological involvement, copresence, intimacy and behavioural engagement. On the basis of social presence theory, Zhang et al. thoroughly explored how the presence of images, products and relationship interactions in live tourism broadcasts affects viewers' trust and behavioural intentions (Zhang et al., 2021). Xu et al. proposed two dimensions—physical presence and social presence—on the basis of TLS and analysed their impact on audiences' purchasing behaviour (Xu et al., 2021). Hong et al. comprehensively analysed the shaping effect of overall social presence on audience attitudes from a macro perspective (Hong et al., 2024). Yang et al. took social sense of presence as an intermediary variable (Yang et al., 2024), carefully examined the mechanism of the impact of live barrage properties on audience sense of presence, and explored the moderating role of opinion leaders in this process. These studies reveal the importance of the social sense of presence in the field of live tourism and its far-reaching impact on audience behaviour and psychology.

3.2.1.4. Affordance Theory

The notion of affordances was originally derived from ecological psychology to describe how the properties of an object or environment can be used to support the actions of individuals. Deng et al. proposed that the technologies that underpin TLS result in four important dimensions of

affordances: temporal, spatial, interactivity, and media fluctuations (Deng et al., 2021, 2022). Zhang et al. suggested that affordance theory serves as a foundational framework for understanding how these diverse affordances (Zhang et al., 2025), such as enjoyment, escapism, social presence, self-presentation, synchronism, social interaction, and utility, converge to explicate consumers' attitudes and behavioural intentions vis-à-vis tourism destinations in the live streaming tourism context.

3.2.1.5 Social Exchange Theory

Social exchange theory (SET) is one of the oldest theories of social behaviour; it was introduced by Homans and involves interactions between individuals in an exchange of resources (Homans, 1958). SET specifically refers to any form of social exchange between individuals that occurs through the exchange of tangible or intangible resources. The social exchange process involves a series of reciprocal transactions between two or more parties. Lu & Shuid , from the perspective of local residents, analysed residents' perceptions of the benefits of live tourism and its impact on place attachment and attitudes towards live tourism (Lu “Silver” & Shuib, 2024). Ding et al. analysed the benefit exchange content and role of anchors, viewers and other stakeholders in the process of tourism live streaming (Ding et al., 2023). Ding et al. focused on the exchange of interests between anchors and audiences (Ding et al., 2023). Anchors provide audiences with pleasant viewing experiences, source credibility modes and professional knowledge. Anchors gain emotional support, attachment and trust, which is a mutually beneficial process. This process further stimulates audience participation and the formation of destination brands.

3.2.2 Context

Stakeholder theory plays a prominent role in business performance studies, in which stakeholders are understood as individuals or groups who have relationships with enterprises. When relationships among stakeholders are strengthened, they contribute critical resources to the enterprise. We noted that the most active stakeholder groups in the HTLS include consumers/viewers, streamers, suppliers, intermediaries, competitors, developers/operators and others (Deng et al., 2021). The key attributes of these stakeholders are identified and discussed below. This review covers 46 research articles on live tourism, among which 39 articles that focus on audiences account for 84.8% of the total. Specifically, 24

articles regard the audience as the only research subject and explore the audience's various behavioural tendencies and psychological reactions in detail. The outcome variables of these studies include the audience's willingness to visit (Ji et al., 2024; Liu et al., 2024; Zhang et al., 2025; Zhang et al., 2021), purchase intention (Hong et al., 2024; Lv et al., 2022; Xu et al., 2021; Yu et al., 2023), quasisocial relationship formation (Deng et al., 2022), hesitant payment behaviour (Jattamart et al., 2023), product verification behaviour (Song et al., 2023), impulsive shopping behaviour (Alam et al., 2023), loyalty (Kim, 2023), live gift-giving intentions (Fu et al., 2024), and continuous viewing intentions (Sang et al., 2023). Additionally, Zhang & Xiao focused on the mental health status of travel live viewers (Zhang & Xiao, 2025), and Zou et al. explored how viewers' digital attachment affects trust and risk perceptions (Zou et al., 2024). Liu et al., analysed in detail the audience's multiple motivations for watching tourism live streaming, including social and belonging needs (Xinyi Liu, Ying Zeng, et al., 2022), media participation desire, reward pursuit, interest in product inspection, relaxation and escapism, entertainment, novel experiences, the pursuit of self-development and immersive experience enjoyment. In total, 12 articles focused on anchors and accounted for 26.1% of the total. These studies focused mainly on the motivation, type and characteristics of anchors in live broadcasting. In terms of live streaming motivation, Li et al. (Li et al., 2024), Ding et al. and other scholars revealed the multiple motivations for live streaming anchors (Ding et al., 2023), such as information sharing, entertainment, self-presentation, money drive and social interaction. In terms of anchor types, Zhang et al. (Zhang et al., 2024) and Wang et al. classified anchors according to their identity characteristics and explored the differentiated impacts of different anchors on viewers' travel intentions (Wang et al., 2023). In terms of anchor characteristics, scholars have focused on the professionalism of anchors (Liu et al., 2023; Xiao et al., 2025) and entertainment (Liang et al., 2024; Xiao et al., 2025), reliability (Liu et al., 2023), authenticity (Liu & Sun, 2024), interactivity and responsiveness (Zheng & Fu, 2024). Additionally, the influence of these characteristics on audience behaviour and psychology has been deeply analysed. Furthermore, 4 articles focused on live streaming platforms as their core research object, accounting for 8.7% of the total. These studies focused mainly on the interaction mode, value presentation and psychological empowerment of the platform. For example, Yang et al. used Ctrip live broadcasts as an example, combined social interaction theory and value cocreation theory (Yang et al., 2022), and analysed six interaction modes between platforms, anchors and viewers. Xie et al., taking yizhibo

as the research object, combined media theory and value theory and discussed how to present, strengthen and realize the value of live streaming platforms (Xie et al., 2022). Deng et al. used Douyin, Ctrip, Fliggy and other platforms as research objects and combined them with empowerment theory to analyse the psychological empowerment process of travelling live streaming platforms to various stakeholders (Deng et al., 2024). Alegro et al., taking the Amazon Live streaming platform as an example, analysed in detail the product characteristics of its travel live streaming platform and how to achieve interactivity and profitability (Alegro et al., 2023). Additionally, 7 studies had varied research subjects. Among these studies, Deng et al. (Deng et al., 2021) and Li & Hayes focused on the influence of travel live broadcasts on live broadcast products (li & Hayes, 2024), emphasizing the positive role of travel live in enhancing product attraction and increasing audience understanding. Lu & Shuid focused on residents and used social exchange theory to analyse their perceptions of and attitudes towards the cost and benefits of participating in tourism live streaming (Lu “Silver” & Shuib, 2024). Zhang et al. focused on live streaming communities and explored the impacts of community interaction and community awareness on audience behaviour (Zhang et al., 2022). Mao et al. focused on the impact of the shooting angle of live videos on audience behaviour (Mao et al., 2023). Yang et al. argued that the barrage attributes in live streams include content attributes and form attributes (Yang et al., 2024), which have significant effects on the audience's sense of trust, sense of presence and behavioural intentions. Finally, Liu et al. took the content related to live tourism in news reports as the research object and analysed the keywords and characteristics of the content of live tourism in news reports (Xinyi Liu, Ying Zeng, et al., 2022).

3.2.3 Methodology

Table 7 shows the data collection approaches and analysis tools used for the review sample. First, all 46 studies are empirical studies; the main reason for this is that review articles were eliminated in the literature selection process. Thus, there is a lack of discussion on the theoretical construction of tourism live streaming, and most scholars are accustomed to analysing the influence of various stakeholders in tourism live streaming from the perspective of practical application. Among the empirical studies, most of the published works focus on quantitative research methods ($n = 33$; 71.7%). Six articles used experiments and online survey techniques, and 4 articles relied on other methods (e.g., content analysis methods, web crawler tools, and netnography approaches). Qualitative methods, such as

in-depth interviews and grounded and semistructured interviews, are applied in 6 studies (13%), whereas 7 articles (15.3%) use mixed methods that involve both qualitative and quantitative methods.

Table 5(a): Number of Research Methods.

Research Method	Total	文献
Quantitative Research	33	(Alam et al., 2023; Alegro et al., 2023; Deng et al., 2024; Fu et al., 2024; Hong et al., 2024; Jattamart et al., 2023; Ji et al., 2024; Kim, 2023; Liang et al., 2024; X.-J. Lim et al., 2021; Liu et al., 2023; Xiaoli Liu et al., 2022; Liu & Sun, 2024; Lu “Silver” & Shuib, 2024; Lv et al., 2022; Mao et al., 2023; Sang et al., 2023; Song et al., 2023; Sun et al., 2022; Wang et al., 2023; Wang & Jiao, 2024; Xiao et al., 2025; Xu et al., 2021; X. Xu et al., 2023; Yang et al., 2022; Yang et al., 2024; Ye et al., 2022; Yu et al., 2023; Zhang et al., 2024; Zhang et al., 2025; Zhang et al., 2021; Zhang et al., 2022; Zheng & Fu, 2024)
Qualitative Research	6	(Deng et al., 2021; Li et al., 2024; Li et al., 2023; li & Hayes, 2024; Wang & Guo, 2024; Zhang & Xiao, 2025)
Mixed Methods	7	(Deng et al., 2022; Ding et al., 2023; Liu et al., 2024; Xinyi Liu, Yue Yuan, et al., 2022; Xinyi Liu, Ying Zeng, et al., 2022; Xie et al., 2022; Zou et al., 2024)
Data Collection Method	Total	文献
Questionnaire	34	(Alam et al., 2023; Fu et al., 2024; Hong et al., 2024; Jattamart et al., 2023; Ji et al., 2024; Kim, 2023; Liang et al., 2024; X.-J. Lim et al., 2021; Liu et al., 2024; Liu et al., 2023; Xinyi Liu, Ying Zeng, et al., 2022; Xiaoli Liu et al., 2022; Liu & Sun, 2024; Lu “Silver” & Shuib, 2024; Lv et al., 2022; Mao et al., 2023; Sang et al., 2023; Song et al., 2023; Sun et al., 2022; Wang et al., 2023; Wang & Jiao, 2024; Xiao et al., 2025; Xie et al., 2022; Xu et al., 2021; X. Xu et al., 2023; Yang et al., 2024; Ye et al., 2022; Yu et al., 2023; Zhang et al., 2024; Zhang et al., 2025; Zhang et al., 2021; Zhang et al., 2022; Zheng & Fu, 2024; Zou et al., 2024)
Interview	11	(Deng et al., 2022; Ding et al., 2023; Li et al., 2024; Li et al., 2023; li & Hayes, 2024; Liu et al., 2024; Xinyi Liu, Ying Zeng, et al., 2022; Liu & Sun, 2024; X. Xu et al., 2023; Zhang & Xiao, 2025; Zou et al., 2024)
Software Records Data	6	(Alegro et al., 2023; Deng et al., 2022; Deng et al., 2024; Xinyi Liu, Yue Yuan, et al., 2022; Xie et al., 2022; Yang et al., 2022)

Table 5(b): Number of Research Methods.

Research Method	Total	文献
Knowledge Test	1	(Deng et al., 2021)
Observation	1	(Sun et al., 2022)
Data Analysis Method	Total	文献
Structural Equation Model	17	(Alam et al., 2023; Hong et al., 2024; Ji et al., 2024; Liu et al., 2024; Xiaoli Liu et al., 2022; Lu “Silver” & Shuib, 2024; Lv et al., 2022; Mao et al., 2023; Sang et al., 2023; Sun et al., 2022; Wang & Jiao, 2024; Xiao et al., 2025; Xu et al., 2021; Yang et al., 2022; Yang et al., 2024; Ye et al., 2022; Zhang et al., 2021; Zou et al., 2024)
Pls-Sem	7	(Fu et al., 2024; Jattamart et al., 2023; Kim, 2023; X.-J. Lim et al., 2021; Zhang et al., 2025; Zhang et al., 2022; Zheng & Fu, 2024)
Experiment	6	(Liu et al., 2023; Mao et al., 2023; Song et al., 2023; Sun et al., 2022; Wang et al., 2023; Zhang et al., 2024)
Grounded Theory Approach	5	(Li et al., 2024; Li et al., 2023; Wang & Guo, 2024; Xie et al., 2022; Zhang & Xiao, 2025)
Content Analysis Methods	3	(Alegro et al., 2023; Ding et al., 2023; X. Xu et al., 2023)
Factor Analysis	2	(Liang et al., 2024; Xu et al., 2021)
Fs-Qca	2	(Ji et al., 2024; Yu et al., 2023)
Netnography Approach	2	(Deng et al., 2024; Xinyi Liu, Yue Yuan, et al., 2022)
Thematic Analysis	2	(Ding et al., 2023; li & Hayes, 2024)
Web Crawler Tool	1	(Yang et al., 2022)
Frame Analysis	1	(Xinyi Liu, Yue Yuan, et al., 2022)
Smart-PLS	1	(Xie et al., 2022)

3.3 What are the Results of the Research on the User Participation of Travel Live Streaming?

On the basis of the ADO framework, this section analyses the reasons, decision-making process and results of current users' participation in tourism live streaming and answers the third question of this study.

3.3.1 Antecedents

Antecedents enumerate the reasons for engaging or not engaging in a behaviour; thus, they may have a direct impact on decisions or an indirect

impact on outcomes (Paul & Benito, 2018). There is a growing desire among scholars to understand why people participate in travel and the factors that influence TLS. In this review, we identified 20 distinct antecedents that have been discussed as independent variables, albeit in different studies. These categories are further classified into seven broad categories. "Audience participation factors," "Anchor engagement factors," "Product service provider factors," and "platform engagement factors" (Table 5).

3.3.2. Audience Engagement Factors

Among the diverse subjects of live tourism, the audience occupies a decisive position. Their motivations for watching tourism live streaming are complex and diverse but are summarized into five dimensions in this study: learning motivation, social motivation, escape motivation, utilitarian motivation and entertainment motivation. Learning motivation is one of the important driving forces for viewers to watch live tourism broadcasts. They are eager to obtain detailed information about their favourite destinations, including key elements such as hotels, attractions and transportation, so that they can make a scientific and reasonable travel plan before travelling (Deng et al., 2021; Mao et al., 2023). In this process, the authenticity of information becomes the focus of viewers, who tend to trust live content that can provide reliable information (Li & Hayes, 2024). The rapid development of media technology has brought an unprecedented sense of reality and immersion to the audience, enabling them to accurately evaluate the quality of products through detailed pictures and videos (Li et al., 2023). On the other hand, social motivation is reflected in the audience's inner need for self-expression through watching live broadcasts and participating in interactions (Deng et al., 2021). In live streaming communities, viewers actively participate in recommendation behaviours, such as liking, writing comments, etc., to shape and maintain their identity in the group and seek a sense of belonging and satisfaction (Deng et al., 2022). The formation of this sense of community not only promotes the self-development of the audience but also enhances their sense of identity and participation in live broadcast content (Li et al., 2023). Escape motivation refers to the audience's psychological need to watch live broadcasts to temporarily avoid the troubles of daily life. The increasingly active virtual community provides "pure land" for people to express themselves freely away from the constraints of reality (Liu & Sun, 2024). As a kind of leisure activity, the core value of live streaming lies in providing people with the opportunity

to relax and spend time. The inclusion of tourism products further amplifies this effect, enabling viewers to achieve immersion and forget the passage of time while enjoying live content. This peak experience helps viewers temporarily escape the pressure of real life and relieves anxiety (Mao et al., 2023). The utilitarian motive is the embodiment of the audience's cost–benefit analysis in the process of watching live broadcasts to make the best decision. With the rapid development of interactive technology, the availability of product information, the directness of multiattribute comparisons and the reduction in search costs have greatly improved the participation and efficiency of online shopping. Compared with traditional e-commerce, live e-commerce has more advantages in commodity display and can provide more detailed and rich visual stimulation (Song et al., 2023). Additionally, the personalized service and instant problem-solving ability of the anchor help audiences save time. Together, these advantages enhance the audience's perception of the utilitarian value of live broadcasts and make them more inclined to engage in travel consumerism through live streaming (Xinyi Liu, Yue Yuan, et al., 2022). The entertainment motivation is the direct reflection of the audience watching the travel live broadcast to enjoy the body and mind. As a kind of leisure activity, live travel provides viewers with the opportunity to relax and experience different lifestyles (Xiaoli Liu et al., 2022). Among tourism motivations, novelty seeking is one of the core driving forces for choosing a specific destination (Mao et al., 2023). Live travel provides novelty to the audience by showing them food, attractions and festival activities that they have not previously experienced. This kind of content not only satisfies the audience's curiosity about the unknown world but also becomes an important reason why they like to watch live travel broadcasts (Xinyi Liu, Ying Zeng, et al., 2022).

3.3.3. Anchors' Participation Factors

Anchors play a crucial role in the multisubject composition of travel live streaming. The motivations for them to participate in tourism live streaming are diverse and complex and include social needs, identity, financial incentives, local love and entertainment needs. Social needs are an important driving force for anchors to broadcast live travel. Anchors maintain frequent social interaction with audiences and other relevant subjects through live streaming activities, sharing travel experiences, travel information and practical travel tips. These interactions not only help build an emotional bond between anchors and viewers but also may prompt

viewers to become loyal fans. During the pandemic, travel restrictions caused anchors to feel powerless, alienated and helpless, and live events became an important way for them to meet their social needs (Deng et al., 2024). Additionally, the interaction between anchors and the government and tourism departments further stimulates their motivation for live streaming (Ding et al., 2023). Identity refers to a process in which anchors construct and display their self-image through travel live broadcasting. They use personal attributes (such as personality, ability, knowledge, experience, and aesthetic ideas) to communicate with the audience to shape their identity in society. In the context of travel and live streaming, becoming an internet celebrity has become a new motivation. With the rapid development of mobile internet, live streaming has become a way to achieve fame and fortune through self-presentation. Anchors maintain their status and reputation in the field of live streaming or tourism through live broadcasting (Deng et al., 2022; Ding et al., 2023; Xiao et al., 2025). Financial incentives are among the basic motivations for anchors to carry out live broadcast activities. Live streaming platforms allow viewers to buy virtual gifts (i.e., monetary rewards) for live streamers, and many streamers see virtual gifts as recognition or rewards for their efforts. As stories spread about some famous anchors earning enormous incomes from live streaming, an increasing number of streamers have begun to see live streaming as a way to make money and become wealthy (Li et al., 2024). For local residents who act as anchors, their perceptions of the cost and benefits of live broadcasting also significantly affect their live streaming behaviours (Lu “Silver” & Shuib, 2024). Local love is another important motivation for anchors to engage in live streaming. Because of their love and sense of responsibility for their hometown, they hope to show their hometown life, interesting stories and tourism elements to the audience through live streaming. Anchors believe that with their rich local knowledge and experience, they can provide viewers with unique insights and reduce the negative perception of the local area by outsider (Ding et al., 2023; Lu “Silver” & Shuib, 2024). This live streaming behaviour, which is based on love of place, not only helps promote hometown tourism but also enhances viewers' understanding and love of anchors' hometowns. Entertainment needs are another important reason that anchors conduct live streaming activities. With the increasing popularity of social media apps and smartphones, an increasing number of tourists are trying to broadcast their travel experiences, switching from tourists to hosts. As an emerging phenomenon, TLS is interesting and challenging for many anchors (Li et al., 2024). Additionally, the functions and characteristics of live streaming

platforms have also brought fun and enjoyment to anchors, increasing their enthusiasm for live streaming activities.

3.3.4. Product Service Provider Factors

In the multisubject framework of travel live broadcasting, product service providers, as the third key players, have multidimensional and far-reaching motivations for participating in live broadcasting, including image building, brand promotion, economic income acquisition and operation model upgrading. In terms of image building, product service providers make use of live broadcasting technology to convey detailed information about products and services vividly, thereby building a distinct cognitive image in the minds of the audience. In particular, in the live broadcast of tourist destinations, key information such as the natural landscape, climatic conditions, cultural heritage and traffic conditions are fully displayed, creating a unique cognitive image of the destination (Zhang et al., 2021). Notably, with its immediacy and unedited original nature, travel live broadcast presents users with a more authentic destination style. This "original" presentation mode is actively accepted by the audience because it conveys a more sincere and undecorated version of the destination and further strengthens the audience's positive emotional connection to the destination (Li & Hayes, 2024). In terms of brand promotion, product and service providers effectively publicize their products and services through live broadcast activities, thus promoting improvements in brand awareness. As a bridge for information transmission, live tourism can directly deliver detailed information about products and services to audiences and become a powerful tool for brand promotion (Li et al., 2023; Lv et al., 2022). Additionally, government-led live streaming activities, such as those involving agriculture, tourism, cultural relics and publicity departments, also have a significant impact on the shaping and dissemination of city brands (Xinyi Liu, Yue Yuan, et al., 2022). In terms of economic benefits, product and service providers have obtained considerable economic returns through live broadcasting activities. Especially in the context of the impact of the pandemic on the tourism industry, live broadcast activities have opened new revenue channels for tourism destinations and enterprises. Through close cooperation with live streaming platforms, tourist destinations have steadily attracted consumers and achieved a significant increase in revenue (Wang & Jiao, 2024). Ctrip is an example of this, as its 118 live streaming activities at the end of 2020 brought in more than 4 billion yuan in merchandise turnover, effectively alleviating the problems of slow sales of products and tight cash flow (Xinyi Liu, Yue

Yuan, et al., 2022; Xu et al., 2021). Additionally, government-led live streaming activities also play a role in poverty alleviation and have a positive impact on regional development and rural revitalization (Lv et al., 2022). In terms of model upgrading, product service providers have actively explored and practiced the transformation and upgrading of the enterprise operation model with the help of the application of live tourism. As an extension of offline tourism, live tourism not only enriches tourists' travel experience but also gradually becomes an alternative to offline tourism (Alegro et al., 2023). During the pandemic, some industries or enterprises that had long lacked innovation comprehensively upgraded their operating models by introducing new technologies, new media, new business models and ways of cooperation. Tourism companies have invested resources, purchased live streaming equipment, constructed live streaming scenarios, implemented new media interaction strategies, and organized professional training to improve their employees' abilities in live streaming planning, video shooting and online interaction. Moreover, through e-commerce platforms and live broadcast platforms, large enterprises cooperate with film and television, music, agriculture and other industries to attract traffic; promote the rapid development of smart tourism; and form a new industry pattern (Xinyi Liu, Yue Yuan, et al., 2022).

3.3.5. Platform Participation Factors

The last core subject involved in this study is that of live streaming platforms. The motivation of a platform to participate in live streaming is closely related to its unique functional positioning, which is reflected mainly in the two aspects of creating a shopping environment and providing social space. In this case, a live streaming platform refers to network media, such as Douyin and Yizhibo, that carry the live broadcast activities of anchors and the audience. These platforms, through their network and technical functions, provide a solid foundation for the smooth progress of the live broadcast activities of tourism. In terms of creating a shopping environment, live broadcasting platforms significantly improve the shopping experience of live tourism by constructing a unique shopping scene. Compared with the traditional e-commerce shopping mode, live streaming platforms provide products with greater authenticity and visibility (Xu et al., 2021), and this shopping environment is significantly different from the general shopping scene (Lv et al., 2022). Specifically, the technology-driven live streaming shopping environment relies on three key elements: a well-designed studio, a professional presentation of anchors and rich interactive activities, all of which benefit from the strong support

of modern communication technology (X. Xu et al., 2023). As a form of business service, the service environment created by travel live broadcasting covers multiple dimensions, such as colour matching, music selection, odour creation, spatial layout, website navigation and information quality, whereas the shopping scene created by the platform focuses on careful control of quality, atmosphere and frequency (Jattamart et al., 2023). In terms of providing social space, live broadcasting platforms build interactive communication platforms for product and service providers, anchors and viewers. In the live streaming shopping environment, sellers present products by displaying real scenes of tourist destinations and other real clues so that consumers can evaluate products more intuitively and experience the shopping fun of "seeing is believing", thereby stimulating a sense of comfort and belonging and thus encouraging the audience's active participation (Ji et al., 2024). Viewers can not only interact socially with streamers (Xu et al., 2021; Ye et al., 2022), but also share experiences through platforms to address the regret of not being able to travel in the field during the pandemic (Zhang et al., 2021). Anchors share their personal experiences with the help of platforms, while viewers make up for the regret of limited offline travel through virtual tourism and jointly build a vibrant social space.

3.3.2 Decision-Making

As a bridge between antecedents and final performance, the decision mechanism is not only a direct response to antecedents but also an important precursor of results (Paul & Benito, 2018). In the field of tourism live streaming, the decision-making mechanism refers specifically to the interactive process generated by market players participating in live tourism activities, which constitute an intermediate link leading to the expected result. Specifically, the core subjects involved in tourism live broadcasting include viewers, anchors, product service providers and live broadcasting platforms, and the interaction between them constitutes the basic framework of the decision-making mechanism. Previous studies on the decision-making mechanism of tourism live streaming have focused on four key relationships: "audience and audience", "audience and anchor", "audience and product service provider" and "platform and audience and product service provider". These relationships not only reveal how different subjects form decisions through interaction but also reflect the information transmission and feedback mechanism in the decision-making process. Additionally, while analysing the above relationships, this article also compares the role played by the differences between "audience and

audience", "anchor and anchor", "product service provider and product service provider" and "platform and platform" in the decision-making mechanism. This comparative analysis provides a comprehensive understanding of the complexity of the decision-making mechanism of travel live broadcasting, as well as the potential impact of the interaction between different subjects on the decision-making results.

3.3.2.1. Audience and Product Service Provider

The interaction between viewers and product service providers constitutes an indispensable key link in live tourism participation activities. On a live broadcast platform, providers show the details of products and services in detail, which not only enrich the audience's information acquisition channels but also directly promote the sales of tourism products (Alegro et al., 2023). When an audience has a strong interest in the product and service (Lv et al., 2022), they actively seek more information about the product and service (li & Hayes, 2024), thus achieving direct and effective interaction between the provider and the audience (Xinyi Liu, Yue Yuan, et al., 2022). Through careful observation and in-depth interaction, the audience can learn about the usefulness of the product (Liu et al., 2024; Zou et al., 2024) and demand a matching degree (Sang et al., 2023) and gradually form a sense of identity for products and services (Sang et al., 2023) and a sense of trust (Zhang et al., 2021). This process not only strengthens the sense of connection between the audience and the products and services (Wang & Guo, 2024) but also significantly decreases the psychological distance between the audience and the provider through high-quality live interactions, making the audience feel as if they are in the tourist destination and experiencing immersion and presence (li & Hayes, 2024; Mao et al., 2023; Wang et al., 2023; Zhang et al., 2021). Notably, some viewers even choose the live tourism experience as a substitute for offline tourism, visiting historical sites and participating in local festivals through live tourism. However, this alternative behaviour also raises concerns among some viewers (Liu et al., 2023).

3.3.2.2. Audience and Anchor

Since audiences and anchors are the two core subjects of travel live broadcasting, their interaction has attracted much attention (Liu & Sun, 2024; Wang & Jiao, 2024; Ye et al., 2022). Anchors play crucial roles in live broadcasting, sharing travel information in real time (Deng et al., 2021), providing viewers with both attractive and reliable information content

(Ding et al., 2023), and even guiding viewers in making shopping decisions (X.-J. Lim et al., 2021). To convey information more effectively, anchors often tell stories (Deng et al., 2024) and actively respond to the needs of the audience (Zheng & Fu, 2024) to stimulate the emotional response of the audience (Alam et al., 2023). Anchors reduce viewers' risk perception (Zhang et al., 2025), thus creating emotional value and product value for their audience (Yu et al., 2023). In the process of live broadcasting, viewers interact with anchors through behaviours such as "like", "chat" and "gift", which reflect not only viewers' trust in anchors (Fu et al., 2024; Li et al., 2023; Zhang et al., 2021) and their sense of identity (Wang & Jiao, 2024) but also their emotional engagement (Hong et al., 2024). To further understand the interactive relationship between viewers and anchors, social existence theory (Xu et al., 2021), quasisocial relation theory (Kim, 2023), quasisocial interaction theory (Deng et al., 2022), swift relation theory (Zhang et al., 2022) and other theoretical frameworks have been widely applied and verified. Notably, anchors have certain control in the process of information dissemination and can determine the information content available to the audience (Alegro et al., 2023). This kind of control may sometimes lead to a one-sided interaction between an audience and an anchor; that is, the audience may be in a more passive state of receiving information (li & Hayes, 2024).

3.3.2.3. Audience and Audience

Since audiences are indispensable core participants in live tourism, interactions with them constitute an important part of live tourism activities. By sharing and obtaining relevant information, audiences can not only effectively reduce individual uncertainty but also promote the establishment of trust relationships and the formation of participation intentions (Zhang et al., 2021). In particular, compared with traditional static comments, information sharing by the audience via bullet screen significantly changes the traditional form of human-computer interaction, with interesting content and the immediacy of presentation, and greatly enriches the tourists' pretravel experience (Yang et al., 2024). In the audience group, the presence of opinion leaders cannot be ignored. In live tourism scenes, opinion leaders often show greater personal charm and professional knowledge. Bullet screen comments effectively enhance the perceived value of potential tourists because of their interest, professionalism and authenticity and further narrow the psychological distance between them and the audience (Yang et al., 2024). The comments

of these opinion leaders not only provide the audience with more abundant and in-depth tourism information but also promote more positive interactions and communication among the audience through their influence.

3.3.2.4. Platform and Audience as Well as Product Service Providers

As important media for live events, platforms play indispensable roles in promoting audience participation and interaction. Live streaming platforms, such as Douyin and Yizhibo, not only provide audiences with space to satisfy their needs for pleasure (Liang et al., 2024), relieve pressure and realize self-expression (Zhang et al., 2025) but also, through their unique platform characteristics, profoundly impact viewers' live broadcast experience. When viewers watch live on these platforms, they comprehensively evaluate the ease of use of the platforms (Liu et al., 2024; Xie et al., 2022; Zou et al., 2024), immerse themselves in the tourism scene carefully created by the platform (Ye et al., 2022) and then form a sense of trust in the platform (Lv et al., 2022), a strong sense of participation (Ji et al., 2024) and a deep attachment to the platform (Xiao et al., 2025). However, while enjoying the convenience and fun brought by the platform, the audience will also worry about the leakage of personal privacy (Jattamart et al., 2023; Zou et al., 2024). This ambivalence reflects the audience's complicated emotions and needs in the process of using the platform. Platforms also play a crucial role in helping product and service providers. The ease of use and practicality of a platform can not only help suppliers more effectively demonstrate the authenticity of their products and services but also further strengthen the value of live streaming products and services through the entertainment atmosphere, celebrity effect and government support created by the platform. Additionally, a platform's own efforts in controlling live broadcast products, price discount strategies and emotional transmission can also significantly increase the value of products and services (Xie et al., 2022).

3.3.2.5. Differences between the Same Subjects

A systematic literature review has revealed that the impact of differences between different subjects on the participation behaviour of live tourism has become a research focus. As far as anchors are concerned, their differences in ability, type and demographic characteristics have significant effects on the participation of tourists in live broadcasting and the influence of audience groups. Specifically, the ability differences of anchors in

content creation, cultural understanding and appreciation, social media operation, interpersonal communication and professional knowledge significantly affect their performance in tourism live streaming and shaping audience attraction (Ding et al., 2023). Anchors' charm, credibility and professionalism are also important driving factors for audience participation in live streaming (Kim, 2023). Additionally, the different types of anchors also have different impact results. For example, celebrity anchors are more likely to stimulate audience travel willingness than are key opinion leaders and brand anchors (Zhang et al., 2024). In the live broadcast of cultural tourism and nature tourism, there is also a significant difference in the effects of celebrity anchors and resident anchors (Wang et al., 2023). Moreover, the demographic characteristics of anchors, such as their gender, the type of companies to which they belong, the live streaming market and the number of fans, have attracted extensive attention from the academic community (Xu et al., 2021). In terms of audiences, differences in population characteristics and personality traits significantly impact their participation in tourism live streaming. In terms of demographic characteristics, the audience's gender, age, income, education, travel experience and other factors significantly affect their participation in tourism live streaming (Liu et al., 2023). In terms of personality traits, differences in audience self-explanatory levels (Zheng & Fu, 2024), psychological ownership (Zhang et al., 2022) and personality traits (Jattamart et al., 2023) have also been verified. On the travel live streaming platform, individuals with different levels of self-explanation have different levels of enthusiasm and degrees of participation in the live broadcasting community, which further affects their sense of social presence (Zhang et al., 2021). Extroverted viewers have a greater intention to shop online, whereas inquisitive viewers tend to think independently and quickly adopt new technologies. Psychological simulations, that is, imitative mental representations of real or imagined events, are divided into process simulations and result simulations and have a significant impact on the audience's postpurchase product verification behaviour (Song et al., 2023). Finally, regarding the differences between product service providers and live streaming platforms, different types of products, such as cultural tourism products and natural tourism products, have different forms of expression in live broadcasts of tourism and need to rely on different types of anchors for targeted display (Liu et al., 2023). Since anchors participate in live tourism broadcasts that rely on the platform, the credibility of the platform (Liu et al., 2024), the technical level (Zou et al., 2024), the visual effect (Ye et al., 2022) and the number of fans (Xu et al., 2021) also differ.

These factors jointly affect the effects of travel, live streaming and audience participation behaviour.

3.3.3 Results

As a subsequent performance or nonperformance evaluation indicator, results have rich and diverse connotations (Paul & Benito, 2018). In the context of live tourism, for different subjects (audiences, products and service providers, anchors), the results caused by their participation behaviours reveal different characteristics and influence paths. For viewers, participation in TLS not only results in a sense of presence (Alegro et al., 2023; Wang & Jiao, 2024) but also promotes the formation of attachment relationships with the host (Deng et al., 2024) and quasisocial relationships (Deng et al., 2022) while establishing social contact and friendship with other viewers. These emotional bonds and social interactions increase viewers' interest in products and services (Alam et al., 2023) and enhance their perception of the value of products and services (li & Hayes, 2024). Additionally, the audience's mental health status is also affected by this process (Zhang & Xiao, 2025). These psychological and emotional factors further drive the audience's willingness, such as continuous viewing willingness (Lv et al., 2022), product purchase willingness (Li et al., 2023; Yu et al., 2023), interactive participation intention (Sang et al., 2023; Zhang et al., 2021), gift-giving intention (Fu et al., 2024), impulse consumption tendency (Alam et al., 2023), and finally translated into actual behaviour. These include product buying behaviour (X. Xu et al., 2023), impulse buying behaviour (Alam et al., 2023), product verification behaviour (Song et al., 2023; Wang & Guo, 2024), proenvironmental behaviour (Wang & Jiao, 2024), and loyalty behaviour (Kim, 2023). However, it should also be noted that certain features of live travel streaming may cause viewers to hesitate to make payment decisions (Jattamart et al., 2023). For product and service providers, tourism live streaming, as an innovative commercial marketing method, has a remarkable marketing effect, which directly increases the sales volume of products and services and then positively affects the development of the regional economy. In particular, in the face of risks and challenges such as the pandemic, live tourism has led to many online orders for product and service providers, realizing economic benefits and rebuilding their market confidence. These suppliers who have benefited have pledged to increase their investment in the field of live streaming. Additionally, live tourism has also become an important window for the external publicity of products and services, shaping the external image and electronic reputation of products and services. The application

of live streaming technology in the supplier field accelerates the optimal allocation of offline tourism resources, such as the upgrading of infrastructure and information tools; promotes the digital transformation of the tourism industry and the rapid development of smart tourism; and significantly impacts the resilience of tourism destinations (Xinyi Liu, Yue Yuan, et al., 2022). Finally, TLS is conducive to the rapid allocation of resources and plays a positive role in promoting the development of SMEs (Lv et al., 2022). For anchors, participating in tourism live streaming means maintaining continuous social interaction with the audience (Deng et al., 2022). This interactive relationship is not only an important means for anchors to maintain their personal value and identity but also a bridge to establish emotional attachment with the audience (Deng et al., 2024). Gaining economic benefits through participating in TLS is one of the important driving forces for anchors to participate in travel live broadcasting, and it is also the result of their participation. During the pandemic, tourism live streaming provides an effective way for anchors to adapt to the behavioural restrictions caused by environmental risks. To continue content sharing and attract more viewers, anchors constantly improve their own strength to gain competitive advantages (Ding et al., 2023).

4. DISCUSSION

4.1 Revelations

In view of the rapid development of travel live streaming, this study considers it necessary to pay attention to research progress, as well as the reasons, decisions and results of users' participation in travel. Through a systematic literature review, the above issues are analysed, and the following three practical implications are obtained. In the process of travel live streaming applications, attention should be given to the construction of a live streaming social space, and the role of local anchors should be considered in the development of live streaming activities. Finally, the application of live streaming technology in the tourism industry should cooperate with the needs of industrial upgrades in the region and strive to achieve mutual integration with local development.

4.1.1 Construction of Live Broadcast Social Space

Building a live broadcast social space is a comprehensive task with the goal of creating a platform that promotes audience communication,

interaction and sense of community through live broadcast technology. First, it is necessary to define the target audience and position, that is, to clarify who the target audience is and what their interests, needs and habits are. The audience analysis determines the theme, style and tone of the live social space and ensures that the content matches it. Second, live streaming platforms should provide diverse content to meet the needs of different audiences. Attention should also be given to the visual effects and sound quality of live streaming, and professional equipment or software should be used to enhance the live streaming experience. Interactive sessions, such as questions and answers, voting and lucky draws, also need to be set up to encourage viewers to participate and express their opinions. Additionally, community rules and culture need to be established; this includes clarifying the code of conduct of the live broadcast room, such as prohibiting abuse and harassment, maintaining a good live broadcast environment, and gradually forming a unique community culture and values. Second, the real-time interactive function of the live broadcast platform should be used to respond to audience comments and questions in a timely manner to enhance the sense of interaction. Audience communities (such as WeChat groups, QQ groups, and social media groups) should be established to promote communication and sharing among audiences. Moreover, regular live events, such as live nights and fan meetings, should be organized to enhance community cohesion. Finally, the data analysis tools provided by the live streaming platform should be used to monitor the viewing volume, interaction rate, retention rate and other key indicators of live streaming. The live broadcast content, time and interaction strategies should be adjusted according to the audience feedback and data analysis results. Ongoing experiments with new live streaming formats and interactions should be conducted to adapt to changes in audience needs.

4.1.2 Role of Local Anchors

Because local anchors are also important types of anchors, it is necessary to pay attention to the importance of local anchors. First, local anchors usually have a deep understanding of local culture, customs and history and can integrate these elements into their live broadcast content to form a unique live broadcast style and attract viewers who are interested in regional culture. Using local dialects or characteristic languages to broadcast live can narrow the distance with local viewers and attract viewers interested in local language and culture at the same time. For cross-border live streaming, such as that in Southeast Asian markets, anchors who master English or local languages have an advantage. Local anchors

can make full use of local resources, such as specialty products, cuisine and tourist attractions, to carry out live broadcast displays and promotions, forming a differentiated advantage of live broadcasting. Second, the training and incubation of anchors should be strengthened. Provide professional training for local anchors, including product knowledge, live broadcast skills, interactive ability, marketing strategies and other aspects of training, to improve the overall quality of anchors and live broadcast effects. A talent incubation system for local anchors should be established, and a group of influential local anchors should be created through selection, training, packaging and promotion to provide talent guarantees for live broadcast development. Then, local anchors should be encouraged to create original content, such as local cultural stories, interesting life stories, and food production, to make live broadcasts more interesting and attractive. Finally, the linkage between local brands and industries can be strengthened. Combining live broadcast development with local industries, such as the e-commerce of agricultural products and rural tourism, can form an industrial linkage effect and promote local economic development.

4.1.3 Attaching Importance to Cooperation with Local Industrial Upgrades

As an emerging technology in the era of the digital economy, live streaming technology not only meets the urgent needs of local industrial upgrading but is also an important driving force for promoting the transformation and upgrading of the tourism industry. The application of live streaming technology in tourism can not only bring unprecedented immersive experiences to tourists but also effectively promote the extensive dissemination and in-depth development of tourism resources, thus facilitating the comprehensive renewal and iteration of tourism. The application of live broadcasting technology in tourism destinations needs to be based on improvements in network infrastructure, improvements in data processing capacity, and the widespread popularity of new media platforms. In contrast, the development of high-quality tourism will also positively affect the development of local industries. The successful practice of live tourism can drive the extension and expansion of related industrial chains, such as catering, accommodations, transportation, and shopping. This all-round industrial linkage effect helps form a diversified economic structure and enhances the resilience and sustainability of the local economy. Thus, tourism destinations must have a deep understanding of local industrial upgrading needs when live broadcast technology is applied. This includes a comprehensive understanding of the local economic structure, leading industries, future development directions, etc.,

as well as accurate insight into the potential demand and expectations of these industries for live-stream tourism. Through in-depth analysis, tourism destinations can more clearly understand their own advantages and disadvantages in the field of TLS to formulate live streaming application strategies that are more in line with local characteristics. On the basis of meeting the needs of local development, the application of live streaming technology in the tourism industry can not only realize the optimal allocation and efficient utilization of tourism resources but also promote the deep integration of tourism and the digital economy and inject new vitality into the transformation and upgrading of the local economy. This mutually beneficial and win-win mode not only helps enhance the comprehensive competitiveness of tourism destinations but also results in more diverse tourism experiences for tourists and achieves high-quality development of the tourism industry.

4.2 Directions For Future Research

4.2.1 Broader Theoretical Applications

Many theoretical frameworks, such as flow theory, attachment theory, social existence theory and interaction theory, have been widely adopted in the field of live tourism research. However, the depth and breadth of research in this field still leave broad space for exploration. First, and foremost, as a complex system involving multiple subjects, tourism live broadcasting has significant differences in objectives among subjects. How to scientifically and reasonably determine the priority of these objectives and effectively balance the interests of all parties has become an urgent topic for further study, and this topic has aroused extensive research interest. Furthermore, among the numerous stakeholder groups that have been identified, the interaction mode, motivation and influence mechanism need to be studied and analysed more carefully. In view of this, the introduction of stakeholder theory into the research scope of live tourism is expected to provide strong theoretical support for the interpretation of the above issues. Additionally, the interaction between stakeholders plays a core role in the cocreation process of live tourism content and experience. For example, the real-time interaction between anchors and audiences may not only directly shape the direction of live broadcast content but also the activities of other anchors in the same period may have an indirect effect on the provision of current live broadcast content. This suggests that the theory of value cocreation and product cocreation also should be included in the research vision of TLS to deepen the understanding of the dynamic

interaction process in this field. Future research should comprehensively analyse complex social interactions in live tourism by integrating stakeholder theory, value cocreation theory and product cocreation theory to reveal the internal mechanism and provide a theoretical basis and practical guidance for the sustainable development of the live tourism industry.

4.2.2 More Diversified Research Subjects

To date, research in the field of live travel broadcasting has focused mainly on the audience as the core subject. Although research on anchors and platforms has also been carried out, compared with audience research, its breadth and depth still need to be expanded. Thus the scope of research subjects needs to be broadened, and the phenomenon of tourism live streaming needs to be examined from a more comprehensive perspective. At the audience level, Sun et al. noted that users with different cultural values perceive and accept travel alienation when they accept new technologies (Sun et al., 2022). In view of this, it is reasonable to speculate that when viewers with different cultural backgrounds watch the same travel live broadcast, their experiences and feelings should also be significantly different. However, unfortunately, the current research on this topic is still insufficient. More importantly, given that most of the existing research on live travel has been conducted in the context of a global pandemic, the crucial question of whether this embrace of virtual travel is a temporary substitute for traditional travel or a harbinger of an emerging normal remains unanswered. To answer this question, future research could track changes in tourists' attitudes and behavioural adjustments to live travel at different stages of travel recovery. At the anchor level, although previous studies have addressed the motivations, characteristics and types of anchors, a discussion of the decision-making and behaviour patterns of tourism anchors, especially their continuous live streaming behaviours and the selection of live streaming methods, is still lacking. Thus, this topic should be explored further. Additionally, local residents, as important anchors, cannot be ignored; instead, their attitudes and influence on live tourism should be examined. Although the literature has preliminarily discussed residents' views on tourism live streaming, a more detailed analysis of deep-seated issues, such as how tourism live streaming affects residents' living standards, mental health, sources of livelihood and life resilience, is needed. At the platform level, most previous studies have focused on China's live tourism platforms (such as Youyin and Yizhibo). In the future, the scope of research should be further expanded to explore

the impact of the personalized and differentiated characteristics of different platforms on users. Moreover, comparative studies among transnational platforms are also worth paying attention to. Additionally, since most live streaming platforms have realized interconnections with other social software, users can exchange information through social platforms, such as TikTok, which allows video links to be shared with WeChat, Weibo, QQ and other social platforms and allows users to log in directly through social media accounts. Future research can further explore the impact of this cross-platform joint mode on the behaviour of travel live streaming.

4.2.3 More Diverse Research Methods

Third, the methods for acquiring research data should be expanded. Internet data mining has become a major trend in the field of internet behaviour research. In future research, network data mining can be used to collect research data. Compared with general questionnaire surveys, interviews and other methods, network data mining can be used to obtain primary data more objectively and accurately. For example, Deng et al. created a prediction model for the number of audience chat messages by scrutinizing Twitch platform data (Deng et al., 2022). However, it was limited to only acquiring relevant data on users' chats. In the future, data mining can be used to acquire data on other aspects of the platform for video game live streaming research. Furthermore, laboratory experiments should also be considered when examining the factors that impact user participation. Laboratory experiments can better control uncontrollable factors in the real environment and better explore the main effects. For example, to examine the efficacy of Twitch-based work-example learning, Payne et al. implemented a laboratory experimental design. HTLS stakeholder interaction studies: Stakeholder interactions in HTLS play a critical role in content and experience cocreation. They are complex and dynamic, as interactions often take place among three or more stakeholders within a fluid environment. Thus, the ways in which objectives are prioritized and interests are balanced between different parties would be of great interest. Furthermore, among the many stakeholders identified, how and why they interact require more attention. Experience cocreation studies: Experience cocreation is likely a promising direction for HTLS research, given the embedded interactive nature of HTLS. For example, cocreative content leads to cocreative experiences, where the dynamic relationships between different stakeholders and key attributes of HTLS, combined with IT affordance, require further exploration to understand their systematic impacts on the hierarchical structure of viewer experiences

and engagement.

4.3 Limitations

On the basis of the literature, this paper comprehensively examines previous research on travel live streaming and analyses the reasons, decisions and results of users' participation in this live streaming. However, this study has several limitations. First, like other systematic literature reviews, this review focuses on peer-reviewed English journal articles. Thus, some important Chinese journal articles and conference papers were excluded but can have meaningful and relevant findings for live streaming studies. A limitation of this study is the exclusion of other academic references, such as book chapters, conference papers, and proceedings. This process may omit some meaningful discussions around the topic. Further studies could include these useful references to depict a more holistic picture with respect to the established live streaming discussions in tourism and hospitality.

5. CONCLUSIONS

Conclusions With the rapid development of live streaming technology, it has been widely used in the field of tourism, and scholars have focused on scientific research on the topic of live streaming. However, few scholars have systematically examined the progress of research on TLS. Thus, this study aims to address the following three questions: What is the current trend of research on travel live broadcasting? What is the research design for examining travel live broadcast? What are the results of research on travel-related live-streaming user participation? To answer the above questions, this study conducted a detailed analysis of 46 studies retrieved from WOS and Scopus through a systematic literature review method and carried out an in-depth introduction with the help of the TCM-ADO framework to draw the following conclusions. For the first question, studies on tourism live streaming were collected from among high-quality literature databases and analysed according to the scientific research framework that was first published in 2021, after which related studies gradually increased every year. Current issues in *Tourism*, *Tourism Review*, *Journal of Travel & Tourism Marketing*, and *Asia Pacific Journal of Live Tourism* are among the journals with the highest number of published live tourism studies, *Tourism Research*, etc. These journals are all high-quality journal papers in the industry, which shows that the research results of

Tourism Live Streaming have been valued and recognized by scholars in the industry. Among the scholars involved in the study of live tourism, the proportion of Chinese scholars is the highest, followed by scholars from Australia, the United States and Malaysia. In terms of the units of scholars, Sichuan University, Hainan University and Huaqiao University of China have the largest number of scholars participating in the study of live tourism research. For the second question, the study revealed that among the literature samples reviewed, up to 40 (86.9%) were explicitly discussed on the basis of certain research theories, whereas the remaining 6 studies did not explicitly mention the research theories. Specifically, the more widely used theories include flow theory, SOR theory, social presence theory, affordance theory, social exchange theory, etc. These diverse theoretical frameworks provide a solid theoretical foundation and multiple analytical perspectives for the study of travel streams and related fields. Additionally, the articles with the audience as the core research object occupy the dominant position, with a total of 39 articles, accounting for 84.8% of the total. Notably, 12 articles had anchors as the core research object, accounting for 26.1% of the total. There were 4 articles with live streaming platforms as the core research object, accounting for 8.7% of the articles. There were also 7 papers with varied research subjects. Among the empirical studies, most of the published works focus on quantitative research methods ($n = 33$; qualitative methods, such as in-depth interviews, grounded, and semistructured interviews). Qualitative methods, such as in-depth interviews, grounded interviews, and semistructured interviews, are applied in 6 studies (13%), whereas 7 articles (15.3%) use mixed methods that involve both qualitative and quantitative methods. For the third question, different users have different reasons for participating in tourism live streaming. The motivations of audiences participating in tourism live streaming include learning motivation, social motivation, escape motivation, utilitarian motivation and entertainment motivation. Anchors' reasons for live streaming travel include social needs, identity, financial incentives, local love and entertainment needs. The reasons for product and service providers to participate in tourism live streaming include image building, brand promotion, economic gain and operational model upgrading. Different subjects interact with each other through the live streaming platform to build a live streaming community ecosystem. Finally, viewers change their attitudes and behaviours through watching live streaming, and anchors gain identity and economic returns through live streaming. Product and service providers meet the needs of participating in TLS. On the basis of the above analysis, this study reveals that, in the

application process of tourism live broadcast, attention should be given to the construction of live broadcast social space, and the role of local anchors should be considered in the development of live broadcast activities. Finally, live broadcast technology should be applied in the tourism industry in cooperation with the needs of industrial upgrades in the region, with the goal of achieving mutual integration with local development. For future academic research, a wider range of theoretical applications, more diverse research subjects and more diverse research methods can be considered.

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